

Enrollment values that shape our Premier Learning Community:

- *Service* to the citizens and communities of Ohio.
- *Competitiveness* as well as *strategic collaboration* with peer institutions in Ohio.
- *Alignment* between strategic enrollment goals and institutional mission.
- *Interdependence* between enrollment and retention.
- *Commitment* to a diverse student body.
- *Access and support* for academically qualified students.
- *Support* to academically qualified students who exhibit financial need.
- *Commitment* to graduating student citizens who will provide leadership in a global society.

University goals for integrated enrollment management:

- Promote the University's enrollment management plan at all levels of administration.
- Sustain a total enrollment of 21,000-22,000 students.
- Enrich the quality and diversity of the student body through targeted recruitment.
- Provide access and support through premier financial aid programs.
- Develop a comprehensive marketing and communication plan in support of the premier learning community.

Objectives guiding our recruitment and enrollment policies and practices for 2005-2006:

- *Enrollment Management:* Consistently produce a fall class of approximately 4,300-4,500 Main Campus undergraduate students.
- *Enrollment Management:* Consistently produce 4,650-4,750 new Main Campus undergraduate students by calendar year.
- *Enrollment Management:* Continue growth at BGSU Firelands to 2,500 students.
- *Enrollment Management:* Examine on- and off-campus enrollment by college and identify programs for aggressive specific recruitment.
- *Targeted Recruitment:* Increase out-of-state enrollment, including undergraduate international students.
- *Targeted Recruitment:* Implement aggressive strategies to increase enrollment among historically underrepresented groups, transfer students, adult learners, and off-campus Master's cohorts.
- *Distance Education:* Comprehensively construct, package and promote distance programs to maximize interest among targeted populations.
- *Financial Aid:* Maintain competitiveness through financial aid enhancements.
- *Marketing & Communications:* Create messages to directly counter assertions by our competition and expand to new public venues.

Key enhancements and initiatives related to outreach, communication, access and technology:

- On-line admission application
- On-line Financial Aid Award Estimator for new students
- Premier alternative loan program (for spring 2006)
- Illinois Success Scholarship and targeted recruitment
- ACT Predictive Modeling Service
- Use of variable data printing technology for multicultural student direct mail
- Premier tour guide program
- MP3 self-guided campus tour
- Survey of admitted students who chose not to attend BGSU.

Critical decisions influencing enrollment strategies and success:

- BGSU should take a leadership position in addressing access for low-income and middle-class students.
- BGSU marketing needs to more directly counter assertions by our competition. Also, our marketing needs to expand to new public venues (beyond billboards, radio and TV).
- Foundation scholarship dollars must be aligned more closely with our strategic enrollment goals.

Enrollment Objectives, Strategies and Outcomes for 2005-06

2005-06 Recruitment Objectives Guiding our Recruitment and Enrollment Policies and Practices	Strategies to Accomplish 2005-06 Recruitment Objectives	Outcomes
Enrollment Management:		
<ul style="list-style-type: none"> ▪ Examine on- and off-campus enrollment by college (including the Graduate College and Continuing & Extended Education). ▪ Identify programs for aggressive specific recruitment. ▪ Refine the environmental scan process to assess demographic and economic factors at the regional, state, national and international levels. 	<ul style="list-style-type: none"> ▪ Work with colleges to: <ul style="list-style-type: none"> ≈ Analyze departmental levels to identify areas of under-enrollment or areas that have room for enrollment growth. ≈ Establish optimal size of college and its programs based on need and resources. ≈ Submit enrollment plan updates prior to fall semester course development (January 2006). ▪ In addition to using current data sources, work in collaboration with the Center for Family and Demographic Research, the Center for Regional Development, the Dallas-Hamilton Center for Entrepreneurial Leadership to document demographic and economic trends. 	<ul style="list-style-type: none"> ▪ A more structured, systematic management of enrollment that meshes with institutional goals across colleges. ▪ Selected areas of enrollment growth will be featured at Presidents' Day and spring Admissions receptions. ▪ Enhanced assessment of short- and long-term demographic and economic factors influencing enrollment trends as well as employment needs and opportunities at the regional, state, national and international levels.
<p><i>Main Campus</i></p> <ul style="list-style-type: none"> ▪ Manage enrollment of undergraduate students to consistently produce a Main Campus fall class of approximately 4,300-4,500 undergraduate students. ▪ Manage enrollment of Main Campus undergraduate students by calendar year to consistently produce 4,650-4,750 new students. ▪ Sustain consistent fall freshman enrollment of 3,650-3,800. ▪ Maintain matriculation rate of 38-40%. <p><i>BGSU Firelands</i></p> <ul style="list-style-type: none"> ▪ Continue aggressive regional recruitment and focused programming for growth at BGSU Firelands to 2,500 students. 	<p><i>University-wide</i></p> <ul style="list-style-type: none"> ▪ Provide immediate benefits to the comprehensive plan for enrollment management in 2005-06 through key enhancements and initiatives related to outreach, communication, access and technology. These include: <ul style="list-style-type: none"> ≈ On-line application ≈ On-line Financial Aid Award Estimator for new students ≈ Premier alternative loan program (for spring 2006) ≈ Illinois Success Scholarship and targeted recruitment ≈ ACT Predictive Modeling Service ≈ Use of variable data printing technology for multicultural student direct mail ≈ Premier tour guide program ≈ MP3 self-guided campus tour ≈ Survey of admitted students who chose not to attend BGSU. 	<p><i>Main Campus</i></p> <ul style="list-style-type: none"> ▪ 2006 enrollment projections: <ul style="list-style-type: none"> ≈ 4,300-4,500 undergraduate students in fall class ≈ 4,650-4,750 new students in calendar year ≈ 3,700 fall freshman for fall 2006 ≈ 38-40% matriculation rate <p><i>BGSU Firelands</i></p> <ul style="list-style-type: none"> ▪ 2006 enrollment projections: <ul style="list-style-type: none"> ≈ Continued growth at BGSU Firelands to 2,500 students

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Targeted Recruitment for Quality and Diversity:		
<p><i>Non-Ohio Residents</i></p> <ul style="list-style-type: none"> Continue to raise annual targets for the percentage of students in the freshman class who are from outside of Ohio. 	<ul style="list-style-type: none"> Strategically expand Michigan and Illinois Success programs to all states. 	<ul style="list-style-type: none"> Promotional campaign posted on the web by early October A 2% increase in out-of-state students for fall 2006 (to 15% of the freshman class).
<p><i>Historically Underrepresented Groups</i></p> <ul style="list-style-type: none"> Continue to increase the enrollments of members of historically underrepresented cultural and ethnic groups to get closer to achieving our diversity goals. 	<ul style="list-style-type: none"> Intensify multicultural recruitment in NW Ohio, southern Michigan, and the Greater Chicago area. Create new recruitment territories and new media ads. More recruiter and media presence. New alternative loan program. 	<ul style="list-style-type: none"> Number of multicultural students equal to or greater than fall 2005.
<p><i>International Students</i></p> <ul style="list-style-type: none"> Continue to grow the number of new undergraduate international students attending BGSU over the next five years. 	<ul style="list-style-type: none"> Identify ways to greater utilize international alumni, international faculty and faculty teaching abroad to recruit students. Identify selected programs with international appeal. 	<ul style="list-style-type: none"> Fifty undergraduate international students enrolled for fall 2006.
<p><i>Transfer Students</i></p> <ul style="list-style-type: none"> Increase the number of transfer students relative to curricular capacity in upper division courses. 	<ul style="list-style-type: none"> Promote TAGS 	<ul style="list-style-type: none"> 700+ transfer students for fall 2006
<p><i>Adult Learners and Graduate Cohorts</i></p> <ul style="list-style-type: none"> Increase enrollment among adult learners. Increase the number of Master's level graduate students, with particular emphasis on off-campus Master's cohorts. 	<ul style="list-style-type: none"> Examine the nontraditional needs and concerns of adult learners, including financial aid, child care, scheduling. Identify programs of greatest interest to adult learners and promote those programs. Explore increasing the number of adult and evening undergraduate course offerings, increasing the evening and weekend undergraduate courses on campus and at regional off-campus sites, and through distance education courses and programs. Work with Graduate College, CEE and EDHD to identify under-enrolled programs, barriers to enrollment, and solutions to enrollment obstacles for adult and graduate education. 	<ul style="list-style-type: none"> Consistent increases in adult learner enrollment. Increased course scheduling flexibility to accommodate nontraditional learners. Recommendations for obtaining enrollment at fall 2004 levels.

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Distance Education:		
<ul style="list-style-type: none"> ▪ Comprehensively construct, package and promote distance programs to maximize interest among targeted populations. 	<ul style="list-style-type: none"> ▪ Continue collaboration with CEE to: <ul style="list-style-type: none"> ≈ Identify curricular areas with high potential for distance programming. ≈ Integrate existing courses into focused program or certificate packages. ≈ Develop new high quality, innovative distance education courses in relation to program or certificate packages. ≈ Investigate synchronous/asynchronous provider options. 	<ul style="list-style-type: none"> ▪ Information that provides us with a greater understanding of enrollment fluctuations and market opportunities. ▪ Strategically expanded off-site and distance program and certificate offerings.
Access and Support through Financial Aid:		
<ul style="list-style-type: none"> ▪ Maintain competitive merit- and need-based scholarship and loan programs. 	<ul style="list-style-type: none"> ▪ Charge COSAPP to review aid programs and provide competitiveness assessment. Recommend aid enhancements. ▪ Promote new alternative loan program to enhance affordability. 	<ul style="list-style-type: none"> ▪ Provide recommendations for aid enhancements to Provost/VPAA and VPF&A by October 31.
Marketing and Communications:		
<ul style="list-style-type: none"> ▪ Create messages to directly counter assertions by our competition. ▪ Expand to new public venues. 	<ul style="list-style-type: none"> ▪ Work with Marketing and Communications as they develop their BGSU Success Initiative to: <ul style="list-style-type: none"> ➤ Tailor messages to targeted prospective students and other influential audiences (parents, teachers, employers, alumni, etc.) ➤ Promote the full range of possibilities available through traditional and distance education at BGSU. 	<ul style="list-style-type: none"> ▪ Changed public perception of BGSU as being unaffordable, impersonal and unsupportive. ▪ Consistent increase in new student enrollment associated with increased visibility and understanding.